

UNIVERSITY OF SWAZILAND

INSTITUTE OF DISTANCE EDUCATION

B. ED (ADULT EDUCATION) YEAR V

MAIN EXAMINATION, NOVEMBER 2013

TITLE OF PAPER: Public Relations I

COURSE CODE: BAE 515

TIME ALLOWED: TWO (2) HOURS

- INSTRUCTIONS:**
1. Answer four (4) questions: 30 minutes; advisedly
 2. Write legibly, that is, **boldly** and **clearly**
 3. Evince the principles of **composition** and **grammar**

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR

BAE 515: Public Relations I (Introduction)

Each question carries 25 marks.

1. Public relations may be used in three popular senses. **Identify** and **explain** these three senses.
2. Five concepts that together help to capture the essence and striving of public relations are *public*, *public opinion*, *image*, *goodwill*, and *public interest*. **Define** each of these terms; then, **identify** the publics of a university, giving those of UNISWA as specific examples.
3. Public relations comprises numerous activities. **Examine** FIVE public relations activities, with practical examples of each.
4. **Describe** the focal social units or entities on whose behalf public relations is practised and **analyse** the generic modes of communication involved in its practice.
5. **Identify** and **discuss** the three “historical functions” of public relations, as articulated by Edward Bernays.
6. Public relations entails the use of various *means* or *tactics*, such as news releases, house journals, sponsorships, etc. **Describe** FIVE means of public relations, including the three mentioned here as examples, if you want to.